

REMARKS

In response to the Office Action dated October 20, 2005, claims 15-30 are pending in the application and claims 15-30 have been rejected. Claim 30 has been canceled without prejudice or disclaimer and claims 15-21, 23-27, and 29 have been amended. No new matter has been added. Reexamination and reconsideration of the claims as requested is respectfully requested.

In paragraph 2 on page 2 of the Office Action, claims 15-23, 25, 27, and 29-30 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Bayless, et al. (U.S. Patent No. 5,754,636) in view of Adamson, et al. (U.S. Patent No. 5,754,775) and Riddle (U.S. Patent No. 6,151,619). The Applicant respectfully traverses this rejection, but has amended the application to overcome the objections.

In paragraph 3 on page 5 of the Office Action, claims 24, 26, and 28 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Bayless, et al. in view of Adamson, et al. and Riddle as applied to claim 23, and further in view of Iwata, et al. (U.S. Patent No. 6,009,338). The Applicant respectfully traverses this rejection, but has amended the application to overcome the objections.

Many of the amendments to the claims have been made to improve their readability as they were originally translated from a foreign language.

With respect to the prior rejections, it is noted that the amendments to the claims render some of them moot, but it is also noted that many of the rejections were made under 35 U.S.C. sec 103(a) based on a combination of as many as four references. The use of more than two references immediately calls into question the impossibility of each of these references being able to contain the necessary motivation to be combined. *The use of third and fourth references to make such a sec 103 rejection, raises great doubts about the proper application of the obviousness standard.*

Turning to the claims specifically, claim 15 has been amended to clarify the use of a graphic hierarchy. The Bayless reference has been previously cited against this claim as the primary reference with the Riddle reference. Neither reference is directed to assisting a user in making a phone call from a portable phone. The portion of Bayless which has been identified by the Examiner as relevant is directed to a GUI object building for building a sequence of dynamically created screens all having

multiple images thereon. The problems associated with a portable/wireless phone device are different. Because the display screen is necessarily small on such a device, the techniques of Bayless, i.e. to display a plurality of graphic objects simultaneously are not practical. Furthermore, the idea of finger selecting between such objects on a small screen is likewise impractical. Therefore, the invention of a hierarchical structure of category identifying graphic images, sequentially (not simultaneously) displayed is not something that is taught in Bayless. Furthermore, Bayless, not being restricted to the small screen of a mobile phone is not a useful teaching in how or why the solution of the present invention is needed.

In any event, Bayless has not teaching of sequentially displaying graphic images by category and subcategory.

Riddle is not helpful in completing this combination. The Examiner has cited Riddle as associating a graphic to some other data. Riddle however is likewise not a portable device with limitations as noted above and it furthermore lacks the sequencing concept specifically claimed. Consequently, the combination does not meet the standard of sec. 103.

The Examiner also refers to the Adamson reference as a teaching of using graphic memory to identify conference callers. The reference to Figure 7a is proof that this reference teaches away from the claim in that it displays both the caller's and receiver's picture simultaneously as is easily done on a large screen. Therefore, as a method of solving the problem of the present invention in a small screen, Adamson is not a helpful teaching.

The Iwata reference, though not cited in rejection of this claim, is a standard mobile phone which has an address book in the form of lines of text. There is not teaching in this reference that graphical image sequencing, as organized by category/sub-category, would be a solution to the problem of a users inability to read the text (due to sight issues, inability to read, or busy driving a car, for example). Thus, addition of this reference to any combination of the other three references fails to make this invention obvious.

Claim 16 adds the additional feature of storing audio signals to make it possible for the user to hear the subject of the categorization and some indicia concerning the

owner of the connection code (typically the phone number). There is nothing in the Examiner's prior rejection which refers to any art which even mentions the use of an audio element. Further discussion of this claims rejection is not necessary at this time.

Claim 17 refers to the use of time sequencing of the display of graphic images. There is nothing in the Examiner's prior rejection which refers to any art which even mentions the use of time sequencing, and in view of the fact the prior art does not sequence images, this claim is likewise unobvious.

Claim 18 recites the display of the connection code simultaneously with the graphic image. This is possible because the graphic code is typically text and can be overlaid or adjacent a graphic images, without loss of visibility. There is no combination of citations which can render this invention obvious.

Claim 19 is similar to claim 15 (for convenience claim 19 was used instead of inserting it in at the end of the claims). It recites a method of partial direct browsing except, unlike text browsing, it uses graphics to create a unique method of finding the desired connection code without needed to be able to read text. This method is unknown in the art of record.

Claim 20 adds the concept of a touch screen selection which makes it possible for a user to not even have to know how to use a keyboard to select a phone number. While touch screens are obviously know, they are not known in a sequential graphical selection system with categories and sub-categories.

Claims 21 and 22 refer to sequencing by touch screen or time delay. Since none of the prior art references use sequencing, they would likewise not teach these elements.

Claim 23 is a system which is similar to the method of claim 15 so the arguments presented above regarding hierarchical graphical presentation need not be repeated.

Claim 24 introduces the concept of sub-categories to allow for a larger number of connection codes to be stored in a data base and still be retrieved with a minimum of difficulty and without the need to read text. This is not found in the cited references.

Claim 25 is similar to claim 20.

Claim 26 is similar to claim 16 with respect to the use of audio recordings and the arguments for patentability are therefore not repeated here.

Claim 27 combines the audio feature and touch screen to make it possible for the user to select a connection code without ever even looking at the screen. Such a system would be perfectly suitable for a blind user or a person driving a vehicle while attempting to dial a phone number, for example. This is not in any cited reference.

Claim 28 identifies the system as a mobile/cellular phone.

Claim 29 identifies the possibility of using the screen for television display purposes or for motion picture displays which has not been considered in the cited art. The Bayless reference is inapplicable as the video conference image (which may be in motion) is not the ID image for identifying which connection code to use.

CONCLUSION

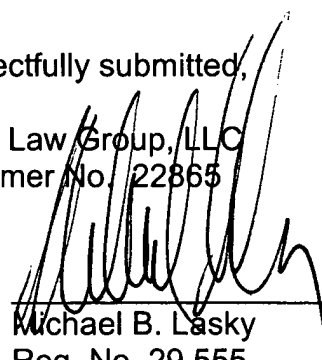
In view of the amendments and reasons provided above, it is believed that all pending claims are in condition for allowance. The amendments clarify the patentable invention without adding new subject matter. Applicant respectfully requests favorable reconsideration and early allowance of all pending claims.

If a telephone conference would be helpful in resolving any issues concerning this communication, please contact Applicant's attorney of record, Michael B. Lasky at (952) 253-4106.

Respectfully submitted,

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